



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
559545 /	07888603
<u>Product</u>	
Crossroads GPS	
<u>Contract Dates</u>	<u>Estimate #</u>
07/30/12 - 08/06/12	12/11/732
<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/03/12 / 08/03/12
<u>Billing Cycle</u>	
EOM/EOC	Broadcast
<u>Station</u>	
WTKR	Account Executive
Jamie Andrus	
<u>Sales Office</u>	
Washington, D.C.	
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8433	12
<u>Product Code</u>	
11	
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/		Totals		
								Spots/Week	Rate	Type	Spots	Amount
1	3	07/30/12	08/05/12	Newschannel 3 News	6-7am		:30			NM	6	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	MTWTF--				6	\$185.00			
D	2	3	08/06/12	08/06/12	Newschannel 3 News	6-7am		:30		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	11111--				5	\$140.00			
D	4	3	08/06/12	08/06/12	CBS This Morning	7-9a		:30		NM	0	\$0.00
D	5	3	08/05/12	08/05/12	CBS Sunday Morning	9-1030am		:30		NM	0	\$0.00
E	6	3	07/30/12	08/05/12	Let's Make A Deal 9am	9-10am		:30		NM	3	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	11111--				5	\$270.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
	4	3	07/30/12-08/05/12	Let's Make A Deal 9am	9-10am	MTuWThF----		:30	\$270.00	NM		
				<i>Credited</i>								
	5	3	07/30/12-08/05/12	Let's Make A Deal 9am	9-10am	MTuWThF----		:30	\$270.00	NM		
				<i>Credited</i>								
D	7	3	08/06/12	08/06/12	Let's Make A Deal 9am	9-10am		:30		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	11111--				5	\$415.00			
D	9	3	08/06/12	08/06/12	Price Is Right	11am-12n		:30		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	11111--				5	\$415.00			
D	10	3	07/30/12	08/05/12	Newschannel 3 News	12n-1230pm		:30		NM	4	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	M--TF--				4	\$295.00			
D	11	3	08/06/12	08/06/12	Newschannel 3 News	12n-1230pm		:30		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	11111--				5	\$200.00			
D	12	3	07/30/12	08/05/12	Ellen Degeneres 3pm	3-4pm		:30		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	11111--				5	\$200.00			
D	13	3	08/06/12	08/06/12	Ellen Degeneres 3pm	3-4pm		:30		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	11111--				5	\$1,650.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contained, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision 559545 /	Alt Order # 07888603
Contract Dates 07/30/12 - 08/06/12	Product Crossroads GPS
Advertiser Crossroads GPS	Original Date / Revision 08/03/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	111111--				5	\$330.00			
D 15 3	08/06/12	08/06/12	Newschannel 3 News		5-530pm		:30			NM	0	\$0.00
16 3	07/30/12	08/05/12	Newschannel 3 News		6-630pm		:30			NM	5	\$2,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	111111--				5	\$485.00			
D 17 3	08/06/12	08/06/12	Newschannel 3 News		6-630pm		:30			NM	0	\$0.00
18 3	07/30/12	08/05/12	7-730pm		7-730pm		:30			NM	5	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	111111--				5	\$465.00			
D 19 3	08/06/12	08/06/12	7-730pm		7-730pm		:30			NM	0	\$0.00
20 3	07/30/12	08/05/12	730-8pm		730-8pm		:30			NM	5	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	111111--				5	\$435.00			
D 21 3	08/06/12	08/06/12	730-8pm		730-8pm		:30			NM	0	\$0.00
D 22 3	08/05/12	08/05/12	Sunday Prime		7-8pm		:30			NM	0	\$0.00
23 3	07/30/12	07/30/12	Late News (M-F)		11-1135p		:30			NM	5	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	M-----				5	\$540.00			
D 24 3	08/06/12	08/06/12	Late News (M-F)		11-1135p		:30			NM	0	\$0.00
D 25 3	08/04/12	08/04/12	Late News (Sa-Su)		11-1135p		:30			NM	0	\$0.00
26 3	07/30/12	08/05/12	Late Night with David Letterman		1135pm-1237am		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	MTWT---				4	\$165.00			
D 27 3	08/06/12	08/06/12	Late Night with David Letterman		1135pm-1237am		:30			NM	0	\$0.00
28 3	08/01/12	08/03/12	Newschannel 3 News		12n-1230pm		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	--WTF--				1	\$415.00			
29 3	08/01/12	08/03/12	Let's Make A Deal 9am		9-10am		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	--WTF--				1	\$415.00			
30 3	08/03/12	08/03/12	CBS Daytime		1228-3pm		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	----F--				1	\$555.00			
31 3	08/03/12	08/03/12	NewsChannel 3 News		5-6am		:30			NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	----F--				2	\$240.00			

Totals 62 \$20,675.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/03/12	62	\$20,675.00	\$17,573.75
Totals	62	\$20,675.00	\$17,573.75

Signature: _____ Date: _____

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